Sesame Communications, Ortho2 unveil data-sharing partnership

Sesame Communications, a leading provider of online patient communication and engagement tools for the orthodontic industry, and Ortho2, the largest independently owned provider of comprehensive orthodontic practice management and imaging systems, this week announced a data-sharing partnership.

Sesame Communications will obtain patient data from Ortho2’s Edge™ system to bring the full suite of Sesame services to Ortho2 cloud-based customers. Sesame has a long history of providing patient communications to customers on other Ortho2 platforms and the addition of the Edge system to that list ensures customers can stay current with the latest Ortho2 technology while still utilizing all the Sesame services they are accustomed to.

“We are thrilled to be expanding our collaboration with Ortho2,” said Diana Friedman, chief executive officer of Sesame Communications. “This partnership allows us to bring convenience and reliability to our shared customers, ensuring they always have the latest technologies without constant hardware upgrades.”

Sesame’s patient connection platform features a robust patient portal with integrated automated reminders, surveys, online payment options, interactive treatment imagery, health history forms, and more.

Orthodontists can access their Sesame 24/7™ centralized dashboard to view the performance of their digital marketing efforts and real-time patient analytics, enabling clinicians to monitor the health and performance of their practices to make informed decisions to help boost profitability, increase patient satisfaction, multiply referrals and improve productivity.

“Ortho2 is pleased to make Sesame Communications available to our growing Edge customer base,” said Amy Schmidt, director of marketing and corporate relations of Ortho2. “The complimentary cloud-based technologies provide an excellent integration between products.”

According to Ortho2, Edge delivers an all-encompassing practice management and imaging system, with robust features, unmatched capabilities and integrated programs — all supported by a top-notch customer-service team. Edge features private, secure cloud computing with off-site data hosting, innovative imaging, appointment reminders, patient education animations, online account access and more.

About Sesame Communications

Sesame Communications is a leading provider of cloud-based patient communication systems for the dental industry with more than 6 million patients regularly communicating with providers via Sesame services. Sesame continues to build on its category leadership position by expanding its team and service offerings through extensive market research and industry needs assessment.

About Ortho2

Ortho2 is one of the largest independently owned providers of comprehensive orthodontic practice management and imaging software and has been serving orthodontists exclusively for more than 30 years. Ortho2 is committed to improving the efficiency and profitability of orthodontic practices across the country through continuous research and innovation of practice management technologies.

For more information about Ortho2, visit www.ortho2.com or call (800) 678-4644.

Here at the AAO

For more information on Sesame Communications, stop by booth No. 1927. For more information on Ortho2, stop by booth No. 2003.

For more information on Sesame, visit www.sesamecommunications.com or call (877) 635-5193.

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Product scrapbook

Here is a look at some of the products you’ll want to check out in the exhibit hall

For a glove that feels inexistent and provides the maneuverability of a bare hand, take a look at Plak Smacker’s newest gloves: the Ultra Thin Nitrile. The Ultra Thin Nitrile — part of Plak Smacker’s new TruFit line — is a latex-free glove made with a soft nitrile material. This allows the glove to be used during appointments where the patient or clinician has a latex allergy. Free TruFit samples are available at booth No. 1847. They are available in seashell white in both 100-count and 200-count boxes.

Photo/Provided by Plak Smacker

The PhotoMed G12 Digital Dental Camera is specifically designed to allow you to take all of the standard clinical views with ‘frame-and-focus’ simplicity. The built-in color monitor allows you to precisely frame your subject, then focus and shoot. It’s that easy. Proper exposure and balanced even lighting are assured. For more information, visit www.photomed.net, call (800) 998-7765 or stop by the PhotoMed booth, No. 847.

Photo/Provided by PhotoMed

Opal Orthodontics’ new line of highly specialized instruments were handcrafted in Germany by Hammacher. Each instrument is individually inspected for workmanship and accuracy every step of the way to guarantee consistency. The line of instruments includes pliers and cutters. Stop by booth No. 409 to check them out.

Photo/Provided by Opal Orthodontics

WildSmiles Braces provides bracket with patented-shaped pad designs. The designer brackets are placed on the maxillary arch only and can be mixed and matched with color elastics for added patient individuality. Because other esthetic options are geared toward hiding your braces, it’s natural the WildSmiles option is a fun thing for patients to focus on. More information about WildSmiles Braces can be found at www.wildsmilesbraces.com, by calling (402) 334-7771 or stopping by the booth, No. 746.

Photo/Provided by WildSmiles

Inventory control can be an expensive headache, which is why Ortho Classic created OrthoVend. The machine offers automated inventory tracking, secure storage and purchasing, standardized organization, automatic reordering with pay-as-you-go options and easy setup. Stop by booth No. 1603 to learn more.

Photo/Provided by Ortho Classic

The new VALO Ortho Cordless follows suit with the popular VALO Ortho but adding a battery-operated, cordless wand for mobility. VALO Ortho Cordless is designed for the orthodontist performing direct and indirect orthodontic procedures, who is seeking the quality, durability and power of VALO, now with the convenience of a cordless curing light. For more information, visit Opal Orthodontics’ booth, No. 409.

Photo/Provided by Opal Orthodontics
Imaging is Everything. 
Sirona has it all.

Since its inception, Sirona has been a pioneer in the development of x-ray tools for the progressive Orthodontist. From our full line of ORTHOPHOS® XG digital panoramic and cephalometric units to our innovative GALILEOS® 3D x-ray system with Integrated Face Scanner, Sirona has the perfect solution for all of your imaging needs.

Equipped for success. 
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Stop by BOOTH 611 at the AAO to see the NEW GALILEOS Face Scanner

Face scan and 2D/3D x-rays can be used in various ORTHO software tools.

ORTHOPHOS XG 5 CEPH
- Multiple 2D Applications
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- 2D TMJ Imaging

GALILEOS FaceScanner
- Improved Communication
- Better Case Acceptance
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ORTHOPHOS XG 3D CEPH
- Versatile 2D / 3D Hybrid
- Quickshot
- Integration with CAD/CAM
Ride the 3-D imaging wave

By Dr. White

In surfing, to “barrel” is to ride the wave hollow when it is breaking. I hope that we all ride the technological waves coming to our profession with equal joy.

I have been practicing orthodontics for 30 years. I love the art, the science and the opportunity to make a difference in my patient’s lives.

Five years ago, I had an epiphany: I “needed” CBCT imaging in my practice. I now own two Galileos units. The return on my investment has been dramatic. My case acceptance rate has increased, even in challenging times. 3-D imaging has simplified patient education and enhanced patient understanding. Using precise volumetric information, I am able to optimize treatment plans, often resulting in shorter overall treatment times, as well as improving quality of outcomes. This has resulted in happier, more confident patients who refer more.

And I don’t “lose” second opinions.

I am far more comfortable treating TMD patients and screening for subclinical TMJ issues because Galileos scans provide clear TMJ “tomos” without the need for referral.

This 3-D imaging tool is invaluable for airway visualization. Often we are the first to document airway issues. The patient/parent find the images understandable and compelling, resulting in follow through with ENT referrals. And now, ENTs refer new patients to me!

I chose and continue to advocate for Galileos as the best 3-D imaging solution available. First and foremost, Galileos has one of the lowest effective patient doses per scan, something that patients, parents and I find reassuring, as it is consistent with the ALARA principle.

Third is Galileos’ parentage. Sirona is committed to improving its products through regular software updates, technology advancements such as integration of Galileos and intraoral scanning (CAD/CAM functionality) and the development of an amazing new Integrated FaceScanner (which takes a 3-D facial image during a Galileos scan). The IFS sets the stage for how we will better plan and assess treatment with an accurate virtual image of the patient’s face in the future.

Sirona is introducing this Integrated FaceScanner here at the 2012 AAO.

Your journey in achieving the highest quality treatments and ultimate practice successes will be rooted in the technology you choose to purchase and integrate into your workflow. You may just be realizing that CBCT and 3-D imaging is an inevitable change in how we diagnose and treat our patients or you may be well on your way to learning about and acquiring these latest technologies.

I am confident you’ll arrive at the same conclusion as me. Cone-beam CT and its supplemental software applications are now the diagnostic and treatment-planning tools that produce the greatest outcomes for our patients. The age of the accurate virtual 3-D patient is here!

Come visit with Sirona and the Galileos team at booth No. 611, and you can even get your very own face scan, as seen at left.

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**AD**

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